

Maine's Higher Education Alcohol Prevention Partnership

A Partnership between Maine College/Universities and the Office of Substance Abuse and Mental Health Services

Maine Department of Health and Human Services

High-risk drinking is a major factor in many problems that impact the health, safety, and success of college students, including:

- Sexual assaults
- Fights and other violence
- Accidents
- Injuries
- Depression and mental health
- Lower class attendance and academic performance
- Employment and/or financial challenges
- Strained personal relationships
- Public nuisance and quality of life issues for others on and off campus



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Maine's Higher Education Alcohol Prevention Partnership (HEAPP) seeks to reduce high-risk alcohol use and its impact upon individuals, campuses, and communities statewide. HEAPP aims to establish an environment that supports healthy norms, and to create a unified effort within Maine's higher education community in order to share resources, implement evidence-based strategies and advocate with one voice.

Program Goals:

- Reduce the percentage of Maine college students who engage in high-risk alcohol use (which includes underage drinking).
- Reduce the percentage of Maine college students who experience negative life consequences as the result of high-risk alcohol use (their own drinking or another person's).
- Impact factors in the environment on and around campuses which affect students' drinking behaviors including:
 - Reduced availability of alcohol to those under 21
 - More effective and pro-active policy and law enforcement efforts
 - Reduced permissiveness of student, campus, and community norms around high-risk alcohol use.

Priority Populations:

Students enrolled at institutions of higher education in Maine, with specific emphasis on students between the ages of 18-25 years of age. As well as campus faculty, staff, and administrators, local law enforcement, parents, merchants, and other adults in Maine communities who can take action to prevent high-risk alcohol use and related high-risk behaviors among college students in Maine.

Program Successes:

- Increasing cross-campus networking, collaboration, and capacity for high-risk drinking prevention and related issues
- Furthering the development of campus-community coalitions and increasing the use of evidence-based prevention strategies through training, technical assistance, and mini-grant support
- Ongoing development of useful resources, tools, and materials which may be used by statewide
- Being highlighted at national conferences as a national leader in the area of statewide initiatives addressing campus substance abuse

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